





Introducing the TAPIE toolkit to support inclusive public health communication

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Toolkit development





- Underpinning research
 - Culmination of multiple projects (incl. older adults, children, minority ethnic groups)
- Model implementation
 - Survey (N=141) to map current practice for public health messaging during communicable disease outbreaks at the regional/local level in England
 - Focus groups (N=46) to further explore current knowledge/practice in tailoring communications in this context and establish required support
 - Workshops (N=54) with end users and communities to pilot/refine toolkit
- Making the model accessible
 - Clearer signposting/visuals
 - Guides restructured around key actions for each principle
 - Checklists simplified and ordered by principle

The TAPIE model for tailoring communication



TRUST

Build, maintain and sustain trust, recognising that this takes time and ongoing effort.

Acknowledge valid reasons for mistrust.

Understand and address drivers of mistrust in organisations and in health recommendations.



ACCESSIBILITY

Ensure messages are easy to access, use and understand.

Align content with values, needs and priorities of target audiences.

Recognise that accessibility needs and preferences differ for subgroups within communities.



PARTNERSHIP

Promote equitable engagement to build the mutual trust required for effective partnerships.

Move from instruction to dialogue with partners to develop communication that is trusted, accessible and

inclusive.



INCLUSIVITY

Use inclusive tailored communications to avoid stigma.

Ensure core messages are consistent across communities to promote equity and fairness.

Recognise diversity within groups and the ways in which people self-identify.



EMPOWERMENT

Foster
empowerment by
using language
that promotes a
sense of control
and reinforces
community
strengths.

Create conditions of mutual trust to empower communities to decide, create and implement tailored communications.



Introducing the TAPIE principles





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Using the TAPIE toolkit



Home > Health and social care > Public health > Health protection > Emergency response

Guidance

Communicable disease outbreak management guidance

Information on principles for the identification and management of outbreaks and resources to support local health protection system response to outbreaks of communicable disease.

From: UK Health Security Agency

Published 21 January 2025

Last updated 2 September 2025 - See all updates



Documents



Communicable disease outbreak
management guidance: principles to
support local health protection systems

HTML



Toolkit 1: UKHSA structures and functions

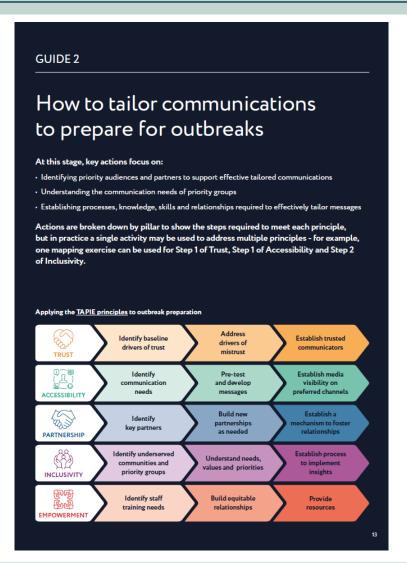
HTML

CDOM guidance available <u>here</u>. Direct link to TAPIE toolkit <u>here</u>.



The TAPIE toolkit structure





- Guide 1 introduces the TAPIE principles
- Guides 2 to 4 apply the TAPIE principles across preparation, response and recovery phases
- Three key actions are identified for each principle/phase.
- Single activities may be used to achieve multiple steps
- Checklists provide reflective questions to help users to identify opportunities to strengthen tailored communications



Using the TAPIE toolkit: Please let us know....



How are you using the toolkit?

Can we help support training?

Anything it would be helpful to add/change in future versions?

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